

Marketing The Message in Libby

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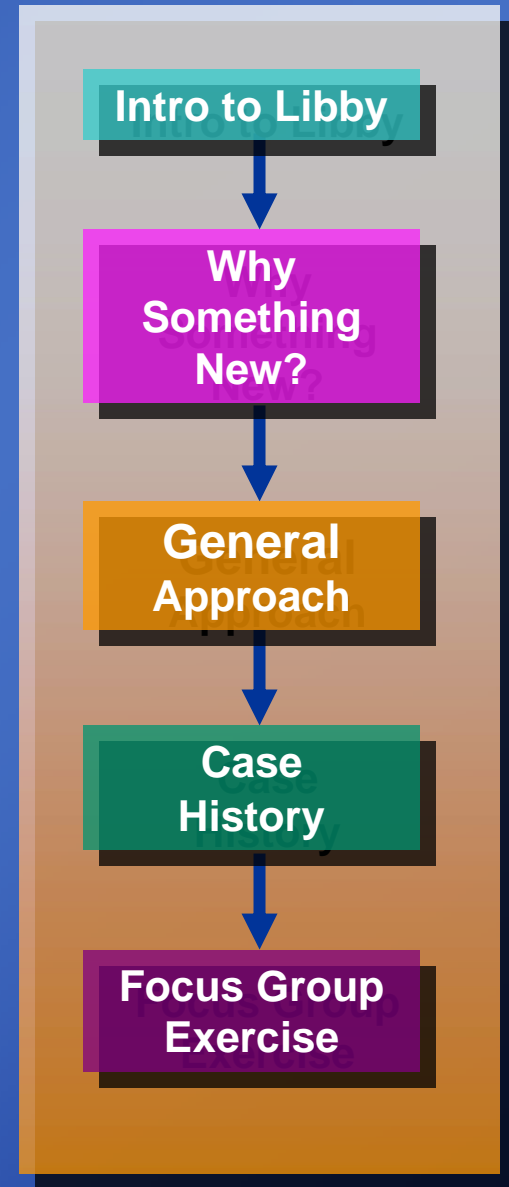


EPA NCIC

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Presentation Format

- Introduction to Libby
- Why try something new?
- General approach
- Case history
- Focus group exercise



Libby, MT?

- NW Montana, 10,000 Libby area residents
- Vermiculite mine and mill town
- Most health issues are related to mine workers and their families, but some are sick from living in Libby

What is EPA doing in Libby?

- After extensive media attention, EPA began doing time critical removal actions in 1999
- Addressed the worst areas of asbestos contamination first
- Began full scale clean up of residential and commercial properties in 2000
- Have addressed 650 properties to date

Why is the Libby Asbestos Site unique?

- Conducting large scale residential removal cleanup while working toward a Remedial Record of Decision. Difficult to explain to the public.
- People are sick and will continue to get sick for years to come.
- Working on a first time, one of a kind asbestos risk assessment and remedial investigation

Why Try Something New?

What Did We Have in Libby?

- A very **comprehensive** and **successful** CI program
- A **small group** of very involved community members
- A general public that had “**project fatigue**” (lost, or losing, interest in the project)
- A long-term site with an **upcoming major milestones** (Proposed Plan and ROD)
- A real need to get the **entire community** to understand and be invested and engaged in the process so that **EVERYONE** would have a chance to provide input on the preferred remedy

What Did We Need to Do?

- **Educate** the public so they are aware of the opportunities for input and feel **capable** of providing **effective** comment on the Proposed Plan
- **Increase confidence** that public input is valued and it is worth their time and effort
- **Engage** sectors of the community that were **not normally involved** in the public process so that a **complete** picture of community opinion could be achieved

Why Try a Marketing-Based Approach?

- We needed to reach more and different types of people than we were currently reaching
- It is a time-tested way to get the public's attention (80 gazillion advertisers can't be wrong!)
- It is relatively easy, although **very** foreign to EPA's culture
- It is relatively inexpensive, but requires a commitment of time to do correctly

Some Marketing Rules to Remember....

- **Know** your target audience
- **Know** your goals
- Keep your messages **short and simple**
- **Overlap** your media
- **Repeat**, repeat, repeat!

General Approach

- **Step 1 - Develop** the approach
- **Step 2 - Implement** the plan
- **Step 3 - Measure** success
- **Step 4 - Tweak**, as needed

Step 1 - Develop the Approach

- A. Identify **goals**
- B. Develop primary **messages**
- C. Identify **messengers**
- D. Select CI **tools**
- E. Develop **measures** of success
- F. Develop a **schedule** for implementation

Step 1a - Identify Goals

What Do You Want to Do?

- Goals can be **long-** or **short-term**
- Goals need to be easily **understood** and **achievable**

Step 1b - Develop Primary Messages

What Do You Want to Say?


Messages need to be:

- True
- Relevant
- Simple
- Consistent

Step 1c – Identify Messengers

Who Is on Your Team?

You may have
more help
available than
you think!



- EPA, contractors, regulators, community members, etc.
- Levels of responsibility will vary
- Message delivery will likely vary for each messenger
- Messengers **MUST** be trained in what to say

Step 1d – Select the CI Tools

Getting the Most “Bang for your Buck”

■ Written Materials

- Fact sheets, flyers, post cards, etc.

■ Visual Aids

- Posters, buttons, etc.

■ Face-to-Face Encounters

- Large and small groups, workshops, trainings

■ Media

- Ads, columns, inserts, etc.
- In small towns, newspapers and radio can be the best ways to get information to a large group

Step 1e – Develop Measures of Success

How Will You Know It Is Working?

- You must **measure** - don't assume it is working
- Measure as **many** people as possible
- Consider **qualitative** and **quantitative** measurements
- Be **resourceful** – data can be collected from more sources than you think

Step 1f – Develop a Plan

How and When Will This Be Done?

- Can be **simple** or very **detailed**
- Need a **schedule**, milestones, targets, etc.
- Should identify team **members** and **responsibilities**

Step 2 - Implement the Approach

- Dive in
- Try to stay on **schedule**, but be flexible
- **Measure** early and often
- Stay on **message**
- **Tweak** delivery if feedback and measurement suggest it is needed
- **Repeat**, Repeat, Repeat
- Don't give up

Step 3 – Measure Success

- Use the measurement tools you picked in your plan
- Take measurements often
 - **Before** starting marketing activities (baseline)
 - **During** the trial period
 - **After** the trial period to show how things did or did not improve
- **Share** the results
 - Improve morale
 - Identify areas for improvement
 - Show the “degree of acceptance” with the overall program at the site

Case History

What we did (*and have yet to do*) in Libby

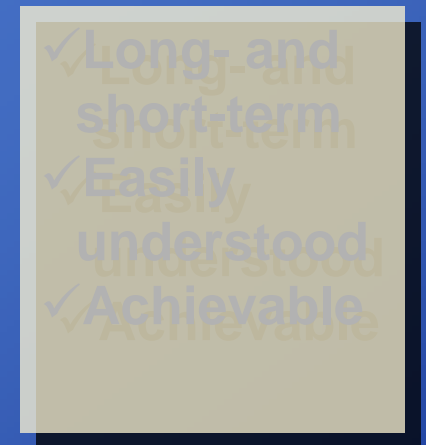
Step 1a – We Identified Our Goals

■ Short-term:

- Educate and engage the public on the upcoming Proposed Plan, ROD, and **opportunities** for **public comment**

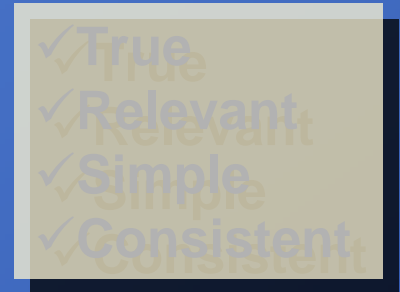
■ Long-term:

- **Provide opportunities** for public comment and input to technical decisions
- **Inform** them of planned and ongoing actions
- **Resolve** conflicts and misunderstanding
- **Facilitate** field work to meet schedule and budget goals
- **Build good will** in the community long-term



Step 1b – We Developed Primary Messages

- EPA is **capable** and can be **trusted**
- EPA's **process** for site investigation and cleanup is **thorough, fair, and protective**
- EPA will **issue** a **Proposed Plan** that will outline the preferred alternative for clean up
- The **public** will have an opportunity to **comment** on the plan
- EPA is **accessible** and **values public input** at any time, especially on the Proposed Plan



Step 1c – We Identified Our Messengers

- EPA RPM and CIC
- Volpe
- CDM
 - Management
 - Field staff
 - Info Center staff
- MDEQ

Specific message and responsibilities of each of these people varied depending on their availability, level of comfort with the task, and skill with the public.

Step 1d – We Selected Our CI Tools

■ Written Materials


- Flyers, postcards, brochures
- Cheap, easy to produce, targeted to a specific audience, can be handouts or mailings

Now's Your Chance!!!

EPA wants to hear **YOUR** thoughts or concerns about the Proposed Plan for clean up. Call or stop by the EPA Info Center for more details on how you can provide comment.

501 Mineral Ave (293-6194)

EPA's Proposed Plan for Clean Up
Libby Asbestos Superfund Site
Why and How You Should Comment



Top Ten Reasons You Should Provide Comment

10. It is **easy** to do!
9. It is your **legal right**!
8. It concerns a clean up that **affects you and your community**!
7. It shows you **care** about your home town.
6. It is your chance to let your views be known.
5. Xxxxxxx
4. Xxxxxxx
3. You will know you **stood up** for your beliefs.
2. EPA **needs to know** how you feel about the plan.
1. EPA will weigh all the comments before making the final decision for clean up. **Your voice can make a difference in the outcome of the decision.**

A Brief Summary...

In 2000, EPA began emergency clean ups of sources of Libby amphibole asbestos in Libby to reduce human health risks. In 2002, EPA began a remedial investigation (RI), risk assessment, and feasibility study (FS) to investigate the nature and extent of contamination, the human health risks, and the need for and scope of clean up.

In xxxx 2006, EPA released a proposed plan for cleanup that will address how the remaining cleanups will be conducted in Libby. It includes details such as what is to be done with interior walls, carpets, and ducting and what asbestos clean up levels have been chosen. EPA anticipates that approximately x,xxx properties have yet to be cleaned up.

Citizens now have a opportunity to provide comment to EPA on the proposed plan. EPA will weigh all public comment before making a final decision—a record of decision (ROD) that will govern the remaining cleanup work.

Step 1d – We Selected Our CI Tools (cont.)

■ Visual Aids

- Posters, buttons, banners, etc.



Step 1d – We Selected Our CI Tools (cont.)

We wanted to mingle with the public as much as possible

■ Face-to-Face Encounters

- Public meetings
- **Presentations** in front of clubs or service organizations
- Presentations at CAG meetings
- **Targeted** meetings and workshops
- Special **training** events

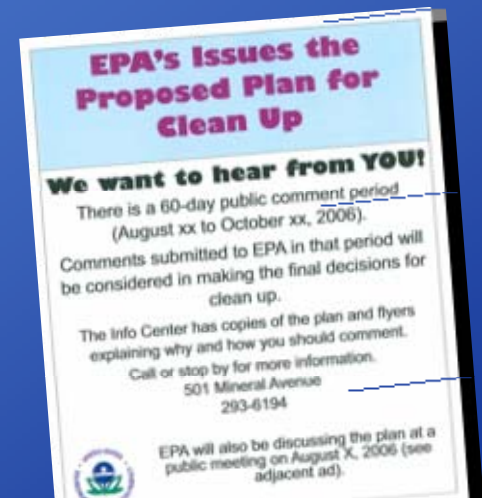


Step 1d – We Selected Our CI Tools (cont.)

We decided to use the media as much as possible (even though we couldn't talk to them about the site...)

■ Media

- Newspaper and radio **ads** for special events
- Bi-weekly **Q&A's**
- Monthly newspaper **columns** (*Superfund and You*)



Step 1e – We Developed Measures of Success

We picked all the measurement techniques we could think of....

■ Pre- and Post-Proposed Plan Surveys

- **Baseline:** Find out how they feel about EPA, what their level of awareness and interest is, and how they would like to receive information
- **Follow-up:** See how the baseline changed

✓ Survey results
✓ Feedback

Please tear at perforation and drop survey in any mailbox

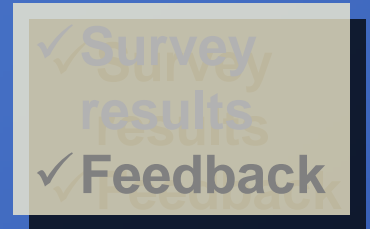
1. Has your property been inspected or cleaned up by EPA? ☐ Yes ☒ No
2. How would you rate your awareness or understanding of EPA's actions in Libby and Troy? ☐ Very aware ☒ Slightly aware ☐ Not very aware
3. What is your opinion of EPA's work? ☐ Very good ☒ Satisfactory ☐ Poor
4. Did you know that EPA plans to release a proposed long-term asbestos clean-up plan for Libby and Troy in December 2005? ☐ Yes ☒ No
5. Did you know you can participate in the clean-up decision process? ☐ Yes ☒ No
6. Do you want to participate? ☐ Yes ☐ No ☒ Maybe
7. Would you like information on how to participate? ☒ Yes ☐ No
8. How would YOU like to get information? (check all that apply)
 - ☐ Attend CAG or TAG meeting
 - ☐ Visit the EPA Information Center
 - ☒ Read EPA fact sheets
 - ☐ Have EPA give a talk at my local group meeting (group name) _____
 - ☐ Other _____
 - ☐ Attend a public meeting
 - ☒ Read paper (stories, columns, ads)
 - ☒ Letters or mailings from EPA

Comments on any of the above? _____

Step 1e – We Developed Measures of Success (cont.)

We picked all the measurement techniques we could think of....

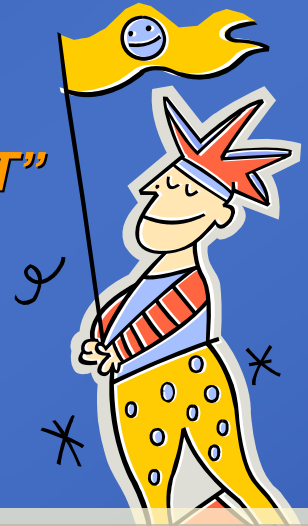
- Tracking **feedback** from community
 - Type/number of calls to the Info Center (hotline)
 - Letters to the editor
 - General mood
 - Comments at public meetings
 - Phone calls from concerned citizens



Step 1f – We Developed a Plan

*We called it “**THE YEAR OF COMMUNITY INVOLVEMENT**”*

- List of activities to try
- Schedule (activities were scattered across a one-year timeline)
 - Monthly or bi-weekly columns and ads
 - Attendance at local meetings
 - One-time training events
 - Cluster of marketing activities near PP release
- List of people responsible
- Ways to track progress (biweekly meetings)



- ✓ Simple or detailed
- ✓ Schedule milestones, targets, etc.
- ✓ Identify team members and duties

Step 2 – We Began to Implement Our Approach

So, how far did we get?

- Monthly newspaper columns
- Bi-weekly Q&As

Columns to Date

- *Why Should You Read This Column?*
- *The Superfund Process in Libby – Part I*
- *The Superfund Process in Libby – Part II*
- *EPA's Progress in Libby to Date*
- *The Public is Invited to EPA's Upcoming Technical Workshop*
- *How Can the CAG/TAG Groups or the Info Center Help You?*
- *Technical Memos of the RI*
- *The FS Process*
- *FS Evaluation Criteria*

Future Columns

- *Ask Us About the Proposed Plan*
- *EPA Set to Release Its Proposed Plan for Long-Term Cleanup*
- *EPA Seeks Public Comment on Its Proposed Plan for Long-Term Cleanup*
- *Don't Miss Your Chance to Comment on The Proposed Plan*
- *Public Comment Period Has Ended – What's Next*
- *Help Us Measure What Works*

Step 2 – We Began to Implement Our Approach (cont.)

How far did we get?

■ Targeted meetings

- Contractors, realtors, tradesmen, etc.

■ Presentations

- Public meeting, Rotary club, CAG meetings

■ Training

- Asbestos inspector and supervisor classes

■ Posters in Info Center window

- Houses cleaned to date

Step 2 – We Implemented the Approach (cont.)

How far did we get?

■ Deviations and Snags

- Proposed Plan **delayed** from December 2005 to ???
- Implementation of many “cool” marketing (the **BUTTONS!!!**) is delayed until nearer the release to avoid “early peaking”

Stay flexible and don't give up!!!!

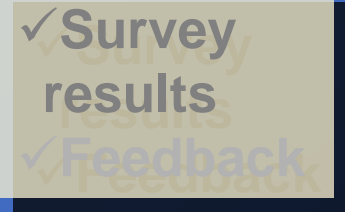


Step 3 – We Measured Success

We're not done yet, but we've started taking measurements

■ Pre-Proposed Plan Survey Results

- Participation rate = 12%
- Awareness of Proposed Plan = 31%
- Awareness of opportunities to provide public comment = 26%
- Interest in participating = 16% yes:
48% maybe
- Satisfaction with EPA = 20% good:
58% satisfactory

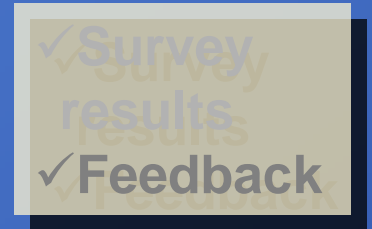


Step 3 – We Measured Success (cont.)

We're listening to the community

■ Feedback from community

- Type/number of calls to the Info Center
- Letters to the editor
- General mood seems to be positive
- Comments from various community members indicate that they are happy with the work that EPA is doing



What's Next?

Keep on keepin' on....

- Proposed Plan is due ???
- Begin implementing “cool” marketing tasks two months before
- Focus on the goals
- Measure success after the ROD is issued

If you are interested in how it went, email us and we will be happy to fill you in!!

Focus Group Exercise

